R. J. Reynolds.
Tobacco Co.

R. C. Farmer
Regional Sales Manager

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419-93
September 24, 1993

Mr. E. M. McAtee

Dear Ed:

ASR Chuck Carletta in the Syracuse Division, demonstrated extra effort over and above his normal job duties when he addressed the opportunities created by the Classic Weekend in Oswego, N.Y.

Chuck identified the opportunities, obtained extra premiums from the Division Office and used his relationships to gain exposure in a number of chains and independent outlets in his assignment. This was done without chain approval and helped maximize RJR presence during the weekend when 50,000 people shopped his assignment. The 15 outlets were well represented by over 100 different pieces of POS & PDI plus Chuck ordered out extra product for all of these stores.

This is the type of aggressive posture that I like to see in our people and has become the norm in the Syracuse Division.

I am enclosing two photographs and I would appreciate your forwarding to Winston-Salem for the next issue of the **Merchandiser.**

Sincerely,

R. C. Farmer
RCF:am
P-7
Attachments

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Source: https://www.industrydocuments.ucsf.edu/docs/fqfn0000